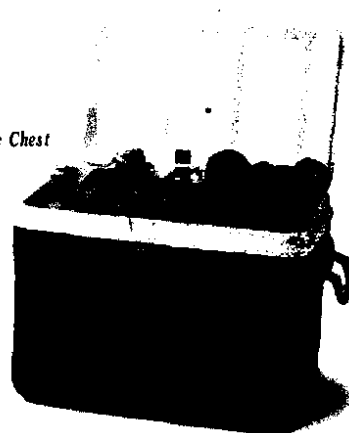


Merit Ice Chest



Keep your cool wherever you go. This portable Rubbermaid® 48 quart ice chest is insulated throughout. The adjustable Snaploc™ latch seals in the cold to keep your picnic goodies ready to go. Comfortable, heavy-duty handles make for lightweight carrying. In Merit Blue, match with the Merit Thermal jug for a cool set.

Yours free for



plus \$6.75 in shipping and handling.

P0001840

ORDER IN 3 EASY STEPS

It's easy to get your Merit Awards. Clip the pack UPCs off any style Merit (sorry, no carton UPCs will be accepted). Then start collecting for your Merit Awards.



1

Peel off address label on letter and affix to order form.
Fill out this order form completely. Must include signature and birth date.
No facsimiles will be accepted. Program expires and orders must be postmarked by 8-31-95.

2

Include appropriate number of Merit pack UPCs (no carton UPCs accepted). Use chart to determine shipping and handling fees and include check or money order (no cash please) payable to: Merit Awards.

3

Mail in an envelope to: Merit Awards, P.O. Box 8123, Dover, Delaware 19905-8123. Be sure to put proper postage on your envelope.
Allow 10-12 weeks for delivery. Limit: no more than 1 of each item per person.

☐ Female ☐ Male
☐ Ms. ☐ Mrs. ☐ Mr.

Address _____ Apt. # _____

City _____ State _____ ZIP _____

Phone Number _____ Regular Brand Smoked _____

Lemonade Set	115	\$6.75
Thermal Jug	60	\$4.45
Ice Chest	100	\$6.75

By participating in this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Signature X _____ Today's Date _____ Birth Date _____
(required) Month Day Year (required) Month Day Year

Offer limited to smokers 21 years of age or older. No facsimiles accepted. Offer good in USA only. Void in Kansas and where otherwise prohibited. Offer void to employees of Philip Morris and its advertising agencies. Postage may vary according to the weight of your envelope. Please check with post office to ensure you've affixed proper postage.
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P0001841

2061034949

(And you can find
FREE Merit Awards inside!)

Free with pack UPCs.

P0001836

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**



2061034950

P0001842

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

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Ultra: Kings 1 mg "tar," 0.1 mg nicotine—Ultra Lights:
Kings 0.5 mg "tar," 0.1 mg nicotine—Kings: 8 mg "tar,"
0.6 mg nicotine av. per cigarette by FTC method.

The free coasters inside are
just the beginning!

You've
got
MERIT



8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**



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Schaumburg, IL 60168-4131
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MERIT RATE
U.S. POSTAGE
PERMIT NO. 224
SCHAUMBURG, IL



P0001829 236

Thirsty for more Merit Awards?



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NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 55 SCHAUMBURG IL

POSTAGE WILL BE PAID BY ADDRESSEE

MERIT JUNE SURVEY
PO BOX 4108
SCHAUMBURG IL 60168-9902



2061034953



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UNITED STATES

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FIRST CLASS PERMIT NO. 55 SCHAUMBURG IL

POSTAGE WILL BE PAID BY ADDRESSEE

MERIT JUNE REFER-A-FRIEND
PO BOX 4109
SCHAUMBURG IL 60168-9932



P0001833

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MERIT AWARDS

9999999999999999

Sample A. Sample
1234 Main Street
Anytown, USA 12345-6789

For faster service, peel off above label and place where indicated on your order form.

Dear Smoker,

Can you ever have too much of a good thing? Not where Merit Awards are concerned!

So we're introducing a brand new selection of Merit Awards for you to choose from. Why? Because you've made the switch and found satisfying taste at low tar. Because you've got Merit. And we'd like to reward you for it!

Take a look. Pick up the Merit Lemonade Set; its attractive design keeps you & your refreshments in style. Or the Merit Ice Chest - perfect for a little outdoor fun. Or the Merit Thermal Jug - just the thing when your thirst runs hot or cold.

Pick one, or all three Merit Awards. They're yours, free with UPCs off your Merit packs. So enjoy your cigarettes. And look forward to enjoying your Merit Awards.

Yours,

Norma Suter

Norma Suter
MERIT



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P.S. Please accept the coupons below and the Merit coasters inside as our way of saying thanks for making the switch.

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